

#TXTL8RIN



Can You Go  
**Viral?**

**Winners  
receive \$5,000  
to help pay for your  
post-secondary  
education!**

**Indiana high school and college students – use your creativity and social media savvy to spread the message about the dangers of texting and driving.**

## Details

- There are high school and college divisions
- Social media platforms: Twitter, Instagram, and Vine
- You can choose to enter 1, 2, or all 3 social media platforms
- \$5,000 will be awarded to winners in each of the social media platforms
- Register at [txtl8r.in.gov](http://txtl8r.in.gov)
- Contest runs from April 1st - April 30th and contestants can enter anytime throughout the contest period

## Show Me The Money!

Be the person (or team) with the largest distribution of your message (go viral and you could win \$5,000).

## Work as a Team

Up to three people can work together on the same account.

**If your team's account wins,  
each person receives \$5,000!**

## Awards

- Twitter – (most tweets, retweets, and favorites): \$5,000
- Vine – most likes: \$5,000
- Vine – most creative: \$5,000
- Instagram – most likes: \$5,000
- Instagram – most creative: \$5,000

## Get Started

- You must have a Twitter account to participate
- If you use Instagram and/or Vine, you must link those platforms to your Twitter account
- All posts entered must be public – not private accounts
- Must use #TXTL8RIN in every post
- Use “Drive Now. TXT L8R.” whenever possible in your posts
- Do not text and drive while putting together your posts



**TXTL8R.in.gov**

